

**DETAILED ACTION**

1. This Office Action is response to Applicants' Communications RCE and IDS filed on 12/21/2009.

**Information Disclosure Statement**

2. The information disclosure statements filed on 12/21/2009, 01/15/2010 and 03/02/2010 are in compliance with the provisions of 37 CFR 1.97, and have been considered and those copies are enclosed with this Office Action.

**ABSTRACT**

3. The abstract submitted on 03/02/2010 was considered by the Examiner.
4. Claims 1-23, 28, 31-32, 37-47, 54-57, 61 and 63-65 are cancelled.
5. Claims 24-27, 29-30, 33-36, 48-53, 58-60 and 62 are allowed.

**Allowable Subject Matter**

6. The following is an examiner's statement of reasons for allowance:

The present application has been thoroughly reviewed. Upon searching a variety of databases, the examiner respectfully submits that claims 24-27, 29-30, 33-36, 48-53, 58-60 and 62 are allowed in light of the applicants' argument and in light of the prior arts of made record that combination of SIMONETTI (US Patent No. 5,295,261), Boulton et al. (Patent No.: US 5,566,291) and WANG (Patent No.: US 5,539,922) fail to teach processing the information to define a hierarchical tree structure having a context, the tree structure comprising multiple nodes each of which represent a separate physical or logical entity, said multiple nodes comprising parent and children nodes, wherein some of the parent nodes and their associated children nodes having IDs that are unique for the associated node; linking a node of the multiple nodes to a node of another tree structure having a context and multiple nodes that represent physical and/or logical entities, individual nodes comprising: a unique ID that serve as a basis by which attributes are assigned to goods or services, wherein attributes assigned to goods or services comprise a relative importance that identifies geographic importance relative to a region; and an organization-specific proprietary identifier; the tree structures being configured for traversal in a manner that enables context to be derived from one or more of the nodes wherein each of the hierarchical tree structures comprise a plurality of attributes, wherein a plurality comprises information that pertains to the tree with which a node is associated.

The dependent claims, being definite, further limiting, and fully enabled by the specification are also allowed.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

#### **Contact Information**

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to ANH LY whose telephone number is (571) 272-4039 or via E-Mail: ANH.LY@USPTO.GOV (Written Authorization being given by Applicant (MPEP 502.03 [R-2])) or fax to (571) 273-4039 (unofficial fax number directly to Examiner's office). The examiner can normally be reached on TUESDAY – THURSDAY from 8:30 AM – 3:30 PM. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Breene (571) 272-4107.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business

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Center (EBC) at 866-217-9197 (toll-free). Any response to this action should be mailed to: Commissioner of Patents and Trademarks, Washington, D.C. 20231, or faxed to:

**Central Fax Center: (571) 273-8300.**

Anh Ly /AL/  
Examiner GAU: 2162  
DEC. 24<sup>th</sup>, 2009

/John Breene/  
Supervisory Patent Examiner, Art Unit 2162